

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Strategic Media Placement
 7669 Stagers Loop
 Delaware, OH 43015

Contract / Revision 839757 /		Alt Order #
Product OH US SEN JOSH MANDEL OCT 24-OCT 30		
Contract Dates 10/24/12 - 10/30/12		Estimate # 3053
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/23/12 / 10/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash in Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	10/24/12	10/28/12	M-F 19 Action News at 7a	7-8a		:30			NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$45.00			
N 2	WUAB	10/29/12	10/30/12	M-F 19 Action News at 7a	7-8a		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$45.00			
N 3	WUAB	10/24/12	10/28/12	M-F 730-8p	730-8p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$375.00			
N 4	WUAB	10/29/12	10/30/12	M-F 730-8p	730-8p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$375.00			
N 5	WUAB	10/24/12	10/28/12	Late News M-Su	10-11p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTFSS				5	\$300.00			
N 6	WUAB	10/29/12	10/30/12	Late News M-Su	10-11p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$300.00			
Totals											17	\$4,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$2,760.00	\$2,346.00
10/29/12 - 10/30/12	6	\$1,440.00	\$1,224.00
Totals	17	\$4,200.00	\$3,570.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



JOSH MANDEL

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053
 Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30
 Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM
 Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
					Dur	10/24	10/25	10/26	10/27	10/28	10/29	10/30	

145	MTuWThF 7:00a-8:00a ACTION NEWS-7A<	EM 8	\$45.00	\$38.25	30	1	1	1	0	0	1	1	5
146	MTuWThF 7:30p-8:00p TWO&HALF MEN B	PA 6	\$375.00	\$318.75	30	1	1	1	0	0	1	1	5
147	MTuWThF SaSu 10:00p-11:00p ACTION NWS@10<	RT 6	\$300.00	\$255.00	30	1	1	1	1	1	1	1	7
Total Spots:						3	3	3	1	1	3	3	17

Total Cost:		\$4,200.00	\$3,570.00	
Total				
OCT 12	\$2,760.00	\$2,346.00		11
NOV 12	\$1,440.00	\$1,224.00		6

Disclaimer:

Signature: _____

Handwritten signature and date 10/19/12



Summary by Station/System

Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/30/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	17	\$4,200.00	100%	\$3,570.00	100%
Market Total:	17	\$4,200.00		\$3,570.00	